

Project Name : [REDACTED]

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Core strategy	
Business mission	Basis of differentiation
Target customer	Product / market scope

Resources	
Core competency	Key assets

Financials	
Revenue streams	
Cost structure	
Financing / funding	

Operations	
Product or service production	
Channels	
Key partners	

Business mission

A business mission or mission statement describes why it exists and what its business model is supposed to accomplish.

Basis of differentiation

A company's basis of differentiation is what separates it from its competitors. It is what causes consumers to pick one company's products or services over another's.

Target market

A target market is a place within a larger market segment that represents a narrow work group of customers with similar interests. This is the market in which the firm will compete.

Product/market scope

A company's product/market scope defines the products and markets on which it will concentrate.

Core competencies

A core competency is a specific factor or capability that supports a firm's business model and sets it apart from its rivals.

Key assets

Key assets are assets that a firm owns that enable its business model to work. The assets can be physical, financial, intellectual, or human.

Revenue streams

A firm's revenue streams describe the ways in which it makes money. Some business have a single revenue stream, while others have several.

Financing or funding

This box describes how a business will finance its business model.

Product or service production

This section focuses on how a firm's product and/or service are produced.

Channels

A company's channels describe how it delivers its product or service to its customers.

Key partners

This box describes the key partnerships that a firm's business model relies on.